# RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 25, 1997

**RJR Account #023880**
( Fax (603) 669-5423
Mr. D. Beaudet
ASSOCIATED GROCERS

**JANUARY CTS: DORAL $7.50 OFF 15-PACK PURCHASE / PROMOTION #800007**

Dear David:

*DORAL* .50¢ off/pack tear-tape product (6M) has been ordered, along with **16** 15-Pack Carton Kits, Item #535805, and P.O.S. Kits, Item #535811 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

***Product PO #*** G00321DB; ***Displays*** G00201DB # 7338-0814

| DORAL.50¢ Tear Tape BRAND STYLE | UPC Code | #/ (6M) Cases |
|---|---|---|
| *Light* | 12300-24864 | 1 |
| *Lt 100* | 12300-24865 | 2 |
| *Men Lt 100* | 12300-24868 | 1 |
| *FF* | 12300-24869 | 1 |
| *FF 100* | 12300-24866 | 2 |
| *Ult Lt 100* | 12300-24870 | 1 |

**Displays (Item #535805)**

| | |
|---|---|
| SKU CUBE: | **0.9982** |
| SKU WT (w/o Product): | **2.4900 lbs** |
| Retail Sales Offer per Sku: | **10 units** |
| Billing per Sku: | **10 Savings Cartons** |
| Product / Display Arrival: | **January 6, 1998** |
| Ship Date to Retail: | **Week of: January 19, 1998** |
| EFT $ Amount: | **$1,208.34** |

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Source: https://www.industrydocuments.ucsf.edu/docs/hjfn0000

$7.50 15-Pack
ASSOCIATED GROCERS

**Promotion Description**:
Doral cartons will be marked on outside with "Special Offer" stickers on end panels. All packs will have ".50¢ Off" tear tape. Each Doral case contains 20 15-pack offers. Place one specially marked carton into the promotional 15-pack carton and place an additional five packs specially marked .50¢ off tear tape packs into the 15 pack carton to complete the offer. Close and tape the display case.

***Display Load: Ten 15-Pack Cartons Per Display; ensure brand mix.***
***Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100***

***SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAILER LISTED.***
***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST***
***See attached 'Wholesaler Packing Instructions'***

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $28.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to **$36.00 (4 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Deshanes
RJR / H. Battle
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

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# PROMOTION #800007: DORAL $7.50 OFF 15-PACKS

## CUSTOMER LIST

***SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAIL ACCOUNT LISTED***

***ONE DISPLAY (ITEM #535805) = TEN 15-PACK CARTONS:***
***ONE 15-PK CARTON EACH (DORAL LT/ LT MEN 100/ FF/ ULT LT 100); AND***
***THREE 15-PK CARTONS EACH (LT 100/ FF 100)***

**#/ CARTONS PER STYLE**
***D O R A L***

| SR TER | SIS# | FULL NAME | ADDRESS | CITY | STATE | #/ DISPLAYS (#535805) | LT | LT 100 | LT MN 100 | FF | FF 100 | ULT LT 100 | VAP SIS# | VAP DIRECT ACCT NAME | DIR ACCT SUPPLIER # |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 163804 | 707369 | T BIRD MINI MART | ROUTE 119 | HINSDALE | NH | | 30 | 60 | 30 | 30 | 60 | 30 | 23880 | ASSOCIATED GROCERS | 90626 |
| | | | | | | 16 | | | | | | | | ***CASE TOTALS: 1/2/1/1/2/1*** | |



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**WHOLESALER PACKING INSTRUCTIONS**

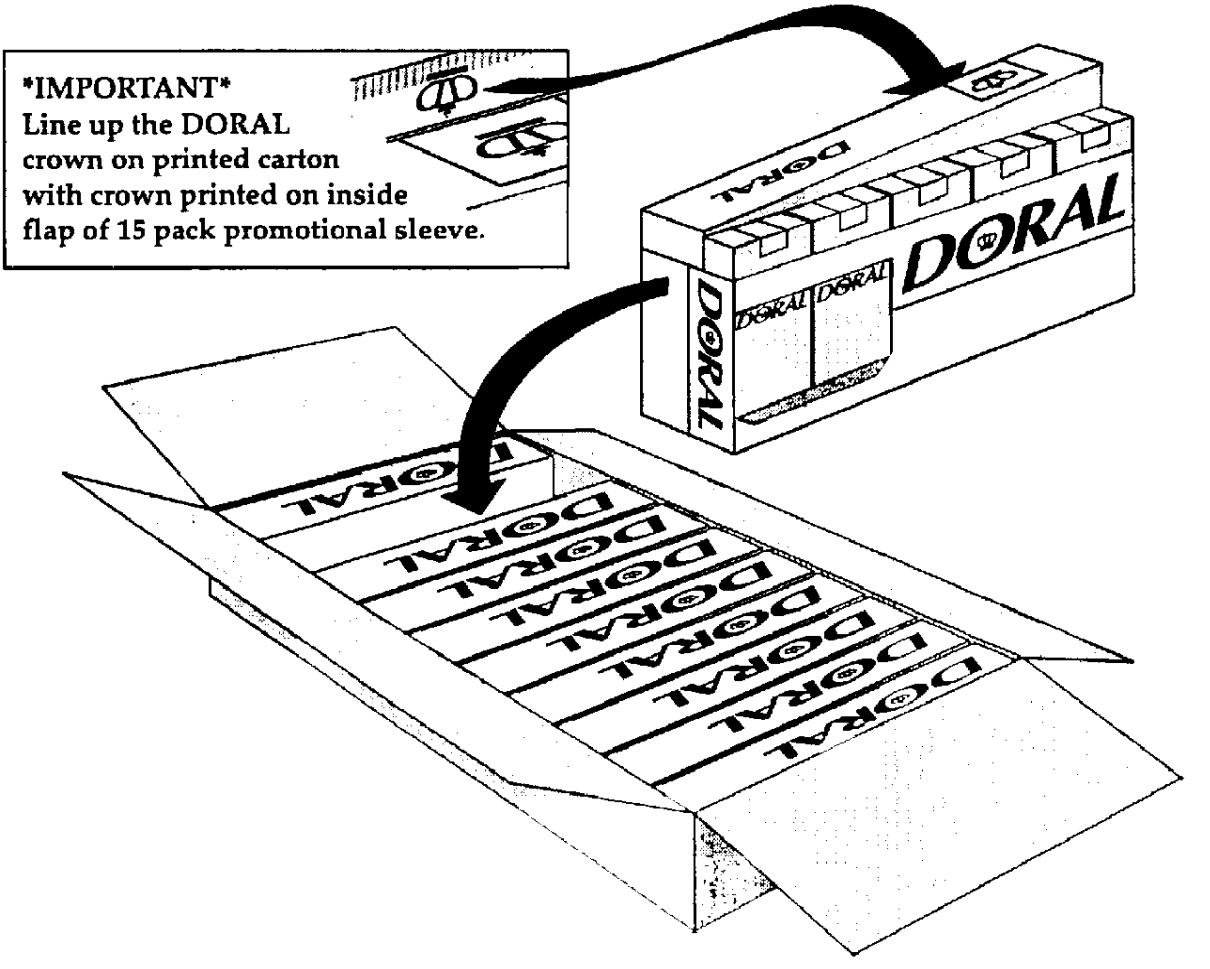
**VALUE ADDED PROMOTIONS** | **1ST QTR.'98**

# January DORAL $7.50/15 PK

*(Load 5 packs/Load 1 carton)*

## STEPS

1. Open DORAL $7.50/15 PK shipping case.
2. Load 1 full carton and 5 packs in each sleeve.
3. Close and tape case.
4. Ship to retailer.

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**Item:** # 535805
**Description:** DORAL 7.50/15 PK shipper

| | | | | | | |
|---|---|---|---|---|---|---|
| **Brand Style** | LT | LT 100 | LT MEN 100 | FF | FF 100 | ULT LT 100 |
| **Number of Cartons** | Ensure 10 Carton Brand Mix in Display | | | | | |

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